

Contents

<i>List of Figures</i>	page vii
<i>Foreword by Professor Graeme Dinwoodie</i>	ix
<i>Preface</i>	xiii
<i>Table of Cases</i>	xv
1. Introduction to the Phenomenon of the Contemporary Celebrity	1
1.1 Overview	1
1.2 Scope of This Book	5
2. Relevant Insights from Cultural Studies on Contemporary Fame	12
2.1 Overview of Cultural Studies	12
2.2 Existing Legal Literature and Cultural Studies	18
2.3 Relevant Insights from Cultural Studies	21
2.4 Interim Observations	37
3. The Right of Publicity in the United States	39
3.1 Outline of a Right of Publicity Claim	42
3.2 Overview of the Theoretical Justifications for the Right of Publicity	45
3.3 The New Deal	62
4. Right of Publicity and Indicia of Identity	64
4.1 The ‘Use of Identity’ Requirement in a Right of Publicity Claim	64
4.2 Identifiability: Name, Likeness and Other Indicia of Identity	69
4.3 Evocative Use and Identification	89
4.4 Summary and Conclusions	104
5. Right of Publicity and the Appropriation of Commercial Value of Identity	106
5.1 The ‘Appropriation of Commercial Value’ Requirement in a Right of Publicity Claim	106
5.2 The Difference between Use in a Commercial Context and Use of Associative Value	114
5.3 Appropriating the Associative Value of a Celebrity’s Identity	123
5.4 Summary and Conclusions	143

vi	Contents	
6.	Right of Publicity and the Freedom of Speech under the First Amendment	145
6.1	Overview of the First Amendment	146
6.2	The First Amendment Defence in a Right of Publicity Claim	159
6.3	Identity Politics and the Celebrity: A Cultural Studies Perspective	180
6.4	Summary and Conclusions	196
7.	Cultural Studies and the Common Law Passing Off Action	199
7.1	The Extended Passing Off Action	201
7.2	Goodwill and ‘Well-Knownness’ of the Celebrity	206
7.3	Misleading Conduct and Meaning Transfer in Consumption	217
7.4	Damage and Meaning Transfer in Consumption	235
7.5	Summary and Conclusions	241
8.	Twenty-First Century Challenges: Digital Fandom, Social Media and Fantasy Video Games	246
8.1	Digital Fandom	247
8.2	‘Well-Knownness’ and Commercial Value on Social Media	253
8.3	Fantasy Video Games	257
9.	Conclusions	265
9.1	A Pragmatic Cultural Framework for Legal Analysis	265
9.2	Concluding Remarks	275
	<i>Bibliography</i>	278
	<i>Index</i>	304